



Mitsubishi launches upgraded Cedia in India, DhakDhakGo, July 12

Hindustan Motors and their Japanese partner, Mitsubishi Motors announced the launch of an upgraded Cedia. The spiced version of the sedan is called Mitsubishi Cedia Select. Mitsubishi Cedia Select is priced at Rs. 8.9 lakh (ex-showroom, New Delhi). Cedia Select is mechanically similar to current offering available in Indian market. Mitsubishi Cedia has already proven it's mettle in many rally events including INRC.



Mitsubishi Cedia Select is packed with goodies that will make gadgets freaks happy. The first and most important feature is, MapMyIndia's Android based tablet. The 3G tablet can perform many tasks at same time – that means the user can make calls, surf web or enjoy your favorite games. The tablet can be mounted either on windshield or at the rear of head rest so that tablet can be used by either driver or rear bench passenger. The tablet is backed by a 12V onboard power supply that can power the gadget for seven hours. The entertainment is not just limited to the tablet, Mitsubishi Cedia Select has a factory fitted 4-speaker DVD player with 6.1-inch touch screen interface from Kenwood. The same screen is used for reverse parking camera as well. The Cedia Select has a three spoke steering wheel with leather wrapping. The seats are also have leather covers.

The special edition Mitsubishi Cedia is available in three colours – white speed, black flash and rally red. Under the hood, Cedia Select will continue with current 2.0ltr Petrol engine. The engine can develop 113BHP with ease. Mitsubishi-Hindustan Motors alliance has been struggling to stay afloat with their outdated product lineup. Mitsubishi Cedia had only twelve takers in the month of June-2012.

Do you think the latest offer from Mitsubishi will improve the prospects of Cedia in India?

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